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QUESTIONS ABOUT MILK, BUTTER, COTTAGE CHEESE

Broadcast by Roy F. Hendrickson, Director of Food Distribution, War Food Administration, and Ruth Van Deman, Bureau of Human Nutrition and Home Economics, in the Department of Agriculture's portion of the National Farm and Home Hour, Tuesday, October 19, 1943, over stations associated with the Blue Network.

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ANNCR: In Washington, here are Ruth Van Deman and Wallace Kadderly. Wallace, what's your information today?

KADDERLY: I'm reporting on the new and easier way of getting milk cans, and a fertilizer reminder. But that will come later.

ANNCR: Ruth, how about you?

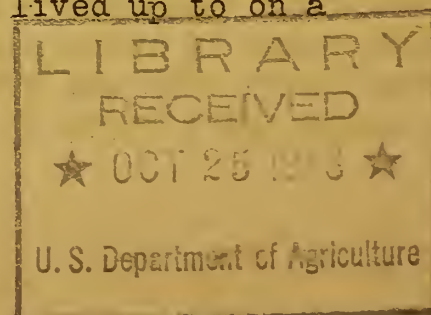
VAN DEMAN: Well, recently we've received many inquiries about dairy products... people want to know all about the milk conservation order, about butter, cottage cheese and other dairy products. To answer these questions we have as our guest today Roy F. Hendrickson, Director of Food Distribution in the War Food Administration. Mr. Hendrickson, let's take one of these questions at a time. This one about the Milk Order is typical:

"I've been hearing and reading about the milk conservation order and I understood that home deliveries would be the last to be cut down. I live in one of the newly restricted milk sales areas and my milk man has already cut us down on both milk and cream. Can you tell me why?"

HENDRICKSON: The milk conservation order DOES NOT cut down home OR store deliveries of milk, but it IS designed to cut down deliveries of cream and other milk by-products...It is not an order to make people drink less milk. Rather it is a "hold the line" order...to check the RISE of milk consumption...and maintain it at the June 1943 level. You see, every month more and more fluid milk was being consumed, and production just couldn't keep up with the rise in consumption. The added milk that was bought each month meant there would be less and less milk available for milk by-products. Thus, the order to check this rise. By cutting down on cream deliveries and checking the milk consumption at the June level, consumers are assured that a certain proportion of the milk will go into milk products. In other words...if all the milk were consumed as FLUID milk, there would BE no milk by-products.

Now, as to your milk man cutting you down on home milk deliveries...your milk man is allowed by this order to sell as much milk as he did in June. If he has taken on new customers, it may be necessary for him to make some adjustments which will take a little time to work out. He must try, also, of course, to take care of new babies and nursing and pregnant women. If anyone feels that he has been unduly cut down by his milk man, he should call the milk company or call the local market agent who is responsible for seeing that the order is lived up to on a fair basis.

(over)



VAN DEMAN: That answers the question quite well. Now here's another...typical of the many questions we're getting on butter. It says:

"I understand that civilians are supposed to get all the butter produced within the next few months. But butter is getting more and more scarce at the stores in my neighborhood...lately I can get only a quarter pound at a time. Wouldn't it be better for me to get a week's supply at a time...rather than make 4 or 5 trips to the store? And just what causes this shortage if the Army isn't buying butter now?" All right, Mr. Hendrickson...what do you say?

HENDRICKSON: Yes, it WOULD be better if you could get a week's supply of butter at a time, but no doubt your grocer feels that certain families would take advantage of him and get more than their share if he let everyone have a pound at a time. So he has put into effect a rationing system of his own...to assure all of his customers of getting a fair of the butter he has.

Now as to the shortage of butter in certain areas...you know that the Government has stopped buying butter during these months of low butter production, beginning last February, the Government began buying butter, to meet its large needs. The rate of purchase was highest during the seasonal peak production months of May, June and July. For instance, total production was 190 million pounds in May. The Government bought 90 million pounds, and civilians got the other 100 million pounds. But that hundred million pounds was about the same amount civilians were getting right along...and MORE than civilians got last November and December...when the Government was forced to buy butter for the Armed Forces, because none had been stored up. As the seasonal production of butter declined in August, the Government took less for the Armed Forces, and left 109 million pounds for civilians...about the same amount they'd been getting. Each month the Government took less, and tried to keep the amount available for civilians around 100 million pounds. You see butter production is high in the late spring and early summer...and lower in the fall and winter. Finally, this month, the Government got out of the butter-buying market, and left the entire butter production for civilians. Butter for the Armed Forces is now being drawn from those reserves built up in high butter-production months, and civilians will continue to get ALL the butter produced. For this month it is estimated at 130 million pounds...Now think back a minute. That's more butter than civilians got during May, June, July, August or September. And all the way through next March civilians will get all the butter produced...and that will be around 110 million pounds in November and up to around 130 million pounds again in March.

Then why a butter shortage in certain areas, when more butter is available to civilians than in those months when the Government was buying so heavily? Well, if butter producers can sell their products right at home, there's a normal tendency to keep them there...and not ship. Shipping runs up the costs, means more bookkeeping and during normal years is only a means of selling all the butter. And with people having more money to spend, selling all the butter is no problem.

So there's the picture...and until the distribution problem is solved, there may be some areas which don't get a fair share of the butter. But that's why OPA put the point value of butter up to 16 points a pound. If the people in those producing areas don't have the POINTS to buy all that butter, more of it will be shipped out to areas where there is now a shortage. And your friend who wrote the letter,

Miss Van Deman, being in a "shortage" area, will no doubt benefit from this arrangement soon.

VAN DEMAN: Well, Mr. Hendrickson, that seems to clear up the butter question. Here's one on cottage cheese:

"Why can't I get cottage cheese at my store? My grocer tells me OPA has stopped the making of cottage cheese. Why have they done this?"

HENDRICKSON: No, OPA has NOT stopped the making of cottage cheese. They had nothing to do with the present scarcity of cottage cheese in your local store. Cottage cheese is a by-product of milk, and that great increase in the consumption of fluid milk I told you about has been the cause of a cottage cheese scarcity. Under the milk conservation order we spoke about...cream, cottage cheese and other milk by-products are being cut down so we can keep our fluid whole milk consumption at the highest levels possible. And those levels have been fixed as of June 1943. When there's only so much milk produced, it's a matter of using it in the way it will do the most good.

VAN DEMAN: Well, Mr. Hendrickson, that's all of the questions...thanks for the answers.

HENDRICKSON: Not at all. It's important for everyone to understand the milk conservation order because it is now in effect in many cities and will be in effect in practically all cities of at least 50,000 population by the end of the year.

VAN DEMAN: Farm and Home friends you have heard Roy F. Hendrickson, Director of the Food Distribution in the War Food Administration...and now, back to Wallace Kadderly....

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